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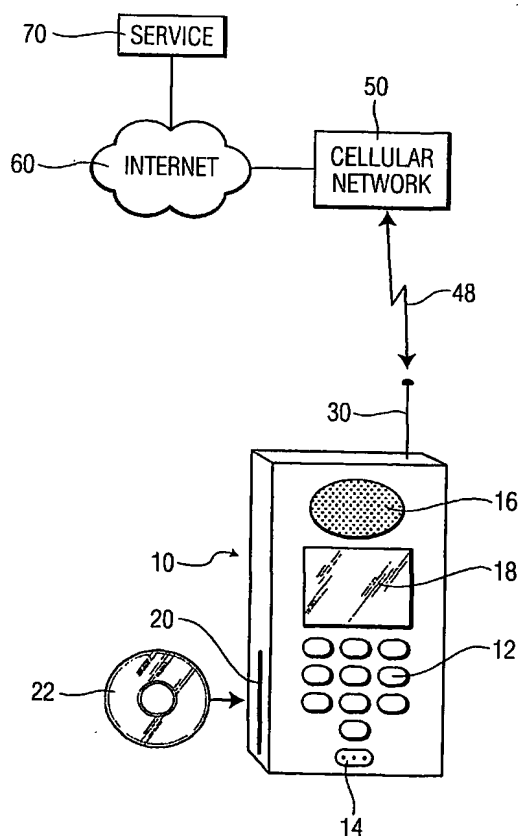
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(54) Title: MOBILE DEVICE THAT USES REMOVABLE MEDIUM FOR PLAYBACK OF CONTENT



(57) **Abstract:** A device having a media reader and an application configured to control playback of content from a medium when inserted in the media reader. The device interfaces with a remote network that transmits control commands including advertising. Playback of the advertising is required to enable playback of content from the medium. The device may be a portable wireless device that receives control commands from the remote network via a wireless coupling.

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